

## Message Text

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PAGE 01 QUITO 01144 151723Z

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 PRS-01 /033 W

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R 151542Z FEB 75

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 4476

INFO AMEMBASSY BOGOTA

AMCONSUL GUAYAQUIL

USIA WASHDC

UNCLAS QUITO 1144

FOR COMMERCE AND CCP WASHINGTON ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: US PAVILION, GUAYAQUIL INTERNATIONAL TRADE FAIR

REF: STATE 019874 AND PREVIOUS

1. AT FEB. 13 CTF MEETING, DECISION WAS TAKEN TO GO AHEAD WITH LARGE US PAVILION ON DO-IT-YOURSELF BASIS, BUT CONTINGENT UPON RECEIVING FOLLOWING SUPPORT FROM COMMERCE: A. AT LEAST TWO VISITS BY OFFICIAL FROM COMMERCE OR OTHER POST TO PROVIDE NECESSARY GUIDANCE ON OVERALL ORGANIZATION, CONSULT AND NEGOTIATE WITH FAIR MANAGEMENT ON CONSTRUCTION AND DESIGN OF PAVILION AND BOOTHS, AND ASSIST WITH STIPULATIONS OF CONTRACTS BETWEEN EMBASSY AND FAIR MANAGEMENT ON ONE HAND, AND EMBASSY AND EXHIBITORS ON OTHER. FIRST VISIT WOULD BE FOR AT LEAST TWO WEEKS IN EARLY MARCH, AND SECOND VISIT AT SOME APPROPRIATE TIME JUST PRIOR TO FAIR OPENING. B. PROVIDE SUITABLE DESIGN AND EXHIBITS PACKAGE, AND IF POSSIBLE, TASTEFUL IMAGE EXHIBIT BY USIA. C. RECRUIT, NO LATE THAN APRIL 1, 10 - 15 INDIVIDUAL NTM/NTE US FIRMS AS EXHIBITORS. (COMMENT: POSTS WILL ATTEMPT DIRECTLY RECRUIT FLORIDA, GEORGIA AND MISSISSIPPI STATE TRADE DEVELOPMENT ASSOCIATIONS WHICH HAVE EXPRESSED INTEREST). D. CONTRIBUTE \$5,000 TOWARD HOSPITALITY, UNCLASSIFIED

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PAGE 02 QUITO 01144 151723Z

PROMOTION AND GENERAL EXPRESES.

CONTRIBUTION IS HIGHLY DESIRABLE TO KEEP COSTS DOWN AS INCENTIVE FOR ATTRACTING LOCAL EXHIBITORS.

2. WE CALCULATE THAT SHARED COST TO EACH EXHIBITOR WILL RANGE FROM \$2,700 TO \$3,400 DEPENDING ON NUMBER OF EXHIBITS, SIZE AND DECORATING PACKAGE. SERVICES FOR THIS PRICE WILL INCLUDE SPACE RENTAL; BOOTH CONSTRUCTION, AND DECORATION, DECORATION OF PAVILION INTERIOR AND EXTERIOR FAÇADE; LIGHTING, ELECTRICITY, WATER; RESTROOMS FOR STAFF AND EXECUTIVES; OFFICE, RECEPTION AND STORAGE SPACE, SOME OF PROMOTIONAL EXPENSES; TELEPHONE SERVICE; FURNITURE RENTAL, PHOTO SERVICE, AND SALARIES FOR VARIOUS PERSONNEL SERVICE (SECURITY AND CHAR FORCES, CUSTOMS AGENT, AND FAIR SECRETARY FOR IMMEDIATE HIRE). NOT INCLUDED ARE SALARIES AND UNIFORMS FOR PAVILION HOSTESSES IF HIRED. ABOVE IS IN LINE WITH CALCULATION WORKED OUT BY ADVANCE OFFICER

THOMAS DURING GUAYAQUIL VISIT IN OCTOBER. ESTIMATED TOTAL COST WILL BE \$170,000 IF 50 EXHIBITORS, \$192,000 IF 65, AND \$215,000 IF 80, BASED ON SIZE OF BOOTHS. THIS INCLUDES 10 PERCENT COST ESCALATION FACTOR.

3. ON OUR SIDE, DO-IT-YOURSELF PAVILION WILL REQUIRE ALMOST FULL-TIME EFFORT OF ONE COMMERCIAL OFFICER AND ONE ADDITIONAL SECRETARY; USIS SUPPORT WITH PUBLICITY AND IMAGE EXHIBIT; INSTALLATION OF DIRECT-

LINE TELEPHONE BETWEEN PAVILION AND CONGEN; DETAIL OF CONGEN VEHICLE AND DRIVER DURING ENTIRE FAIR PERIOD OF 17 DAYS. BEGINNING EARLY MARCH, POSTS WILL SOLICIT COMMITMENTS FROM LOCAL DISTRIBUTOR EXHIBITORS ON BASIS OF ABOVE ESTIMATED COSTS.

4. IN RECRUITING NTM/NTE US EXHIBITORS, COMMERCE SHOULD STRESS NEW PRODUCTS AND EQUIPMENT IN FOLLOWING CATEGORIES AS THOSE HAVING BEST SALES POTENTIAL; AGRICULTURAL, INCLUDING IRRIGATION SYSTEMS; FOOD PROCESSING AND PACKAGING; METALWORKING AND FINISHING; ELECTRIC GENERATING AND SWITCHING; CONSTRUCTION); (PARTICULARLY HIGHWAY, AIRPORT AND BUILDING CONSTRUCTION); FISHING AND FISH-PROCESSING; VEHICLES AND MATERIALS HANDLING FOR USE IN PORTS; BUSINESS SYSTEMS; PRINTING AND GRAPHIC ARTS; AND CHEMICAL PROCESSING, ESPECIALLY THERMOPLASTICS AND PETROCHEMICAL.

5. ACTION REQUESTED: FAIR MANAGER LEBEL HAS BEEN PATIENTLY AWAIT- UNCLASSIFIED

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PAGE 03 QUITO 01144 151723Z

ING OUR REPLY SINCE OCTOBER, BUT MUST HAVE DEFINITE ANSWER WITHIN COMING WEEK BECAUSE, ACCORDING TO HIM, NUMEROUS COUNTRIES, INCLUDING EAST AND WEST EUROPEAN, ARE PRESSING HIM FOR PAVILION SPACE. MUCH VALUABLE TIME HAS ALREADY BEEN LOST. REQUEST THAT COMMERCE REPLY NLT FEB. 21 WHETHER OR NOT AGREEABLE TO PROVIDING SUPPORT DESCRIBED IN PARA 1.

6. EMBASSY BOGOTA IS FORWARDING TO QUITO COPY OF ITS FINAL REPORT ON

JULY 1974 FAIR PARTICIPATION. WE WOULD ALSO APPRECIATE RECEIVING FROM COMMERCE ANY ADDITIONAL GUIDELINES OF GENERAL NATURE ON ORGANIZATION OF THIS TYPE OF COMMERCIAL EXHIBIT.

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